



# Michigan Auctioneers Conference

January 30-February 1, 2019 \* Mt Pleasant, Michigan

## Marketing Contest Qualifying Form

**\*\* Copy this form as needed. One Form Per Entry\*\***

Each entry must meet all requirements as detailed in the contest rules (or will be disqualified). Please bring your entries to convention. Do NOT send them to the MAA Office unless specified below.

Member Name \_\_\_\_\_ Company \_\_\_\_\_  
 City/State \_\_\_\_\_ Phone \_\_\_\_\_

**Member waiver (must be signed for photo entries):** I hereby submit the photograph attached in the MAA's Photo Contest and give my permission for the Michigan Auctioneers Association to publish all photographs entered in my name in the MAA's Photo Contest.

Signature \_\_\_\_\_ Date \_\_\_\_\_

### Category 1: Auction Printed Materials

*Brochure, Catalog or Postcard*

#### Section 1: One or Two Color

- Antiques / Estate
- Business & Industrial Assets
- Agricultural/Construction Machinery
- Real Estate

#### Section 2: Multi-Color (Three or more colors of ink)

- Antiques / Estates
- Business & Industrial Assets
- Agricultural Machinery
- Construction Equipment
- Specialty Auction
- Real Estate

### Category 2: Media Coverage

- Section 1: Printed News Coverage (*Professional News Service*)
- Section 2: Digital News Coverage (*Professional News Service*)
- Section 3: Digital Promotion (*See new rules for this section*)

### Category 3: Business Promotion

- Section 1: Business Stationary, Letterhead, Envelope, Card, Brochure, Promotional Item
- Section 2: News Release
- Section 3: Company Image Wear
- Section 4: Company Vehicle/Trailer (*entry must be a photo of the vehicle/trailer*)
- Section 5: Signage (directional, post, etc.)
- Section 6: Customer Testimonial, Affiliated Membership/Service Recognition
- Section 7: Auction Networking

### Category 4: Auction Presentations

- Auction Proposals

### Category 5: Website/Social Media

*\* Website & Social Media Entries due in the MAA Office by January 11, 2019. See Rules for new requirements of entries.*

- Section 1: Website:

Web Address: \_\_\_\_\_

- Section 2: Social Media: Face Book, Twitter, Etc.

Web Address: \_\_\_\_\_

### Category 6: New Company

*\* (Member of MAA 5 years or less/or in business 5 years or less)*

- Section 1: Website:

Web Address: \_\_\_\_\_

- Section 2: Auction Brochure/Catalog/Postcard

### Category 7: Photos

- Section 1: Photo from behind the Auctioneer(s)
- Section 2: Auction photo (*captures the auction experience*)
- Section 3: Side Show: A photo from anything humorous, interesting, cute, startling, dramatic, etc. captured at an auction (*off to the side*).
- Section 4: Photo from previous MAA Convention (*the immediate previous year*)
- Section 5: Photo of Staff
- Section 6: Auction Location, (set-up, lay-out)

### Category 8: Auction Marketing Campaign of the Year

- Auction Marketing Campaign of the Year

*Note: Please see Marketing Contest rules for all requirements.*

### Category 9: Vintage Auction Memorabilia

*(no entry fee required for Vintage Categories)*

- Section 1: Vintage Auction Flier
- Section 2: Vintage Auction Photo
- Section 3: Vintage Auction Item

### Payment Information:

\$5 per item Entry fee for Marketing Contest Entries. You may prepay on your conference registration form or pay on site at the conference. *Website/Social Media entries must be prepaid. Please remit payment on your conference registration form and attach entry form (for the website/social media category only).* DO NOT send in any other categories to the MAA Office - all entries (except website/social media) must be turned in on site at the MAA Conference at the Marketing Contest Registration desk.

**MAA USE ONLY** Payment Received \$ \_\_\_\_\_ Total No. of Entries \_\_\_\_\_ Date Received \_\_\_\_\_ Payment Method CC / Check # \_\_\_\_\_